20th Nov 2023

Date:
Page No.:

Digital Marketing

① Digital Marketing :

→ Digital = Internet
→ Market = Advertising / Promotion

① Defination :

→ Marketing through "Digital Channels".

② Digital Channels :

① Search Engine
② Apps.
③ Websites (Others) like Article, Blog Website.
④ Email

② Types of Digital Marketing :

① SEO. → Search Engine Optimization
↳ (use, consume)

① Design & create.
② Traffic
③ Rank (SERP) Search Engine Result page ↑
④ Organic Traffic
↳ Free

Example → Sponsared Pages

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① SEO : Search Engine Optimization → Free

① SEO is a practice of "Increasing Web rank an "SERP" (Search engine result page) to drive Organic Traffic to a Website.

② "SEO is a Heart of Digital Marketing"

③ Backlink : Reference Link

④ Crawler : Bat) Spider (crawl across the website)

② SEM : Search Engine Marketing → Paid

② Search Engine marketing is a strategy used to increase the visibility of a website in search engine result page (SERP). It driven Paid Traffic to a Website

② It is a paid Marketing.
Ex → Non-sponsored Pages.

③ Types of Digital Marketing :

① On-Page SEO
② Off-Page SEO → Backlink Creation

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(Method)

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Meta — On-Page SEO / On site SEO

① Google Description page → 140 word limit
② Meta Link/tag → 75 word limit
③ Meta Title → 60 word limit
(② and ③ — Source Code)

④ URL (Uniform Resource locator)
① Domain → Google.com
② Sub domain → mail.google.com

⇒ WSCube Tech → YouTube link

② Types of digital Marketing :-

① SEO → Search Engine Optimization
② SEM → Search Engine Marketing
③ PPC (Pay Per Click)
④ Content Marketing
⑤ E-mail Marketing
⑥ Affiliate Marketing (commision based)
⑦ Influence Marketing
⑧ SMO → Social media optimization

PPC → SEO, SEM

~~② Off Page SEO~~ →

~~Meta Tag/Link~~ Meta Title ←
Meta Description ←
SEO Scarel ↑

(SERP)

https://Digit.M..com
Best Digital Marketing
Digital marketing is the marketing basically run through Digital channles....

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① Methods of On page SEO :

(1) URL optimization – focus Keyword must be in the URL.

(2) Meta Title -> Focus must be in the Meta Title.

(3) Meta Description -> Focus Keyword must be in the Meta Description.

(4) Meta Tags / Meta Keywords – focus Keywords must be in the Meta Tags.

② Off page SEO :

(1) Off-page SEO is the practice of Taking Actions outside the Website to increase your web rank on SERP to drive Organic traffic to your Website.

(2) Backlink = Refrence link

(3) Methods of off Page SEO.

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1. Blog posting
2. Article Posting → (Reddit App for posting article)
3. Social Bookmarking Submission →

   (Apni website ka link dusri website m submit karna)

4. Image Submission (Flikr) posting image.
   (Image optimization)
   Image → .Jpg format → Creating Backlink.
5. Classified Submission (Locanto)
6. Business listing
7. PPT Submission → (Ex- Issuu) (Slide Serve)
8. PDF Submission

* Backlink → Refrence link

1. Do follow link (Clickable)
2. No follow link (Non-clickable)

9. Search Engine Submission (Ex: Viesearch)

1. What is Domain Authority (DA): (30+ Good category, 28↓ Bad category)
2. What is Page Authority.

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(Imp. Interview) Q Reffered Domain :-

"Jis bhi website pe hum backlink create karte hai."

Q Page Authority → PA | 30+ Good Category | 30↓ Bad Category.

① To check the Page Scare.

Q Spam Authority (Duplicate Content) → | 10↓ Bad Category. | 10↑ Good Category.

Back link

* Directory → It is a type of search engine basically used in earlier time.

* Domain Authority :- SEO Scare of the Website

30↑ Good
30↓ Bad

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9 (9) Directory Submission (Backlink Creation)

10 Quora (Question and Answer) (Backlink Creation)

11 URL Shortener → Tool used for ~~tint~~ decrease the size of the URL.

(Tool → Bitly Links)

12 Link-in-Bio ÷ Use for Multiple links

(Tool - Linktr.ee)

(1) Website Building -

(1) Hosting → Server per space buy karna

(2) Domain Name → .org, .edu, .in, .com

(3) Website Extension → .in, .com etc.

(4) Domain Name System (DNS) Encoding)

(5) Coding / Design via Template / Theme.

→ Code bnake wordpress per dalna.

(6) Content (Text, Media)

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→ 4 dec (7 class)

① Content Research ÷

② Blog checker ÷ (min - 600 words)

- → A.I Detector
- → Grammar checker
- → Plagrism checker
- → Rewriter Tools.
- → Word Counter.

③ Stock Image → Freepic.com
Shutterstock.com

④ Website Blog ÷

- ↳ featured Image ⇒ Banner
- ↳ Add New Tags
- ↳ Categories → Digital Marketing
- ↳ Encrypt → Digital Marketing

⑤ Backlink Creation by Backlink Comment

↳ Dusre Ki website me comment per apni website Ka link dyana but topic should be relevant.

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* 6 dec

① SMO → Social media optimization

① Tool → Postly :- (free), Zoho (Paid Tool)
↳ Business profile

② ~~SMM~~

③ E-mail Marketing (Business promotion)
↳ CTA (Call to Action)

Tools → Sprout tool / Mail Chimp

① Facebook ads (11-12-23) (SMM)

① Ad set (Single) → In 1 ad making diffent add group. (Sponsored)

② 1000 impressions = 1 click = CPC (cost per click)

③ Ads :-
① Primary text → (Shown in Top of the Image)
② Image
③ Headline (Bottom in Bold text)
④ Descriptions. (Bottom)
⑤ CTA → Call to Action (Button)

④ ✓ ① ~~Time Date~~
✓ ② Date

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(Ads)

① ① The AI Fusion → (Ad campaign)
② The AI Fusion Image → (Ad set name)
③ Image Ad → (Ad name)

* UTM → Universal Transverse Mercator

UTM source = Facebook
UTM medium = IMAGE
UTM campaign = The AI Fusion
UTM content = LOGO

* GST → 22ABCDE1234A1Z1

② LinkedIn Ads : (Promoted)

① Ads :

① Introductory text → (Top of the Image) Shown in
② Description
③ Headline (Bottom in Bold text)
④ Visit our site to more
⑤ CTA Button → Learn more
⑥ Destination URL.

② Main Heading of Ads : ① Campaign
② Ads
③ Launch

③ Only Date ✓

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(Facebook)

② Pixel ID → Analytical ID (Website source code)

④ Dynamic Creative → for different Image or headline

⑤ ① Detailed Targeting → It's mainly for store locations (Field of Study)

② Interest → Location

③ Additional Interest → Education

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